

What is claimed is:

1. A flat panel display device comprising:
 - an array substrate including:
 - a plurality of scanning lines and a plurality of signal lines crossing each other to form a cross-wired matrix;
 - a pixel electrode provided so as to correspond to each lattice in the matrix;
 - a pixel-switching element that allows moving image data supplied to the signal line to be written to the pixel electrode in response to a scanning signal supplied to the scanning line;
 - a digital memory which latches still image data; and
 - a switch circuit that inverts a polarity of still image data and retrieves the still image data from the digital memory;
 - an opposing substrate having a common electrode being disposed facing the pixel electrode;
 - a display layer held between the array substrate and the opposing substrate; and
 - a control circuit configured to allow moving image data to be written to the pixel electrode during typical display operation and at the time of switching from a typical display to a still image display, assign as write frames at least initial two frames following the completion of the switching in order to allow still image data to be written to the digital memory, and further, to allow still image data latched in the digital memory to be written to the pixel electrode during still image display operation,
- 25 wherein the device is further constructed such that at least one of the rise times of a memory control signal supplied to the switch circuit and a common signal supplied to the common electrode is made longer than a vertical blanking period immediately following the completion of the typical display.

2. The flat panel display device according to claim 1, wherein the switch circuit includes two switching elements therein and wherein during still image display operation, the control circuit is operable to make the two switching elements turned on alternately within a frame period to invert the
5 polarity of still image data alternately and further cause a polarity of the common electrode to become opposite to the polarity of still image data.
3. A method for driving a flat panel display device, the flat panel display device comprising:

an array substrate including:
10 a pixel electrode provided so as to correspond to each lattice in a cross-wired matrix formed by crossing a plurality of scanning lines and a plurality of signal lines each other;
 a pixel-switching element that allows moving image data supplied to the signal line to be written to the pixel electrode in response to
15 a scanning signal supplied to the scanning line;
 a digital memory which latches still image data; and
 a switch circuit that inverts a polarity of still image data and retrieves the still image data from the digital memory;
 an opposing substrate having a common electrode being disposed
20 facing the pixel electrode; and
 a display layer held between the array substrate and the opposing substrate,
 the method for driving the flat panel display device, comprising:
 writing moving image data to the pixel electrode during typical
25 display operation;
 assigning as write frames at least initial two frames following the completion of switching from a typical display to a still image display, in order to allow still image data to be written to the digital memory;
 writing still image data latched in the digital memory to the pixel

electrode during still image display operation; and

making at least one of the rise times of a memory control signal supplied to the switch circuit and a common signal supplied to the common electrode longer than a vertical blanking period immediately following the
5 completion of the typical display.

4. The method for driving a flat panel display device according to claim 3, wherein during still image display operation, two switching elements constituting the switch circuit are alternately turned on within a frame period to invert the polarity of still image data alternately and further a
10 polarity of the common electrode is made to become opposite to the polarity of still image data.